

## ORDER



WZZM 13

**Orders**  
**Order / Rev:** 690751 - 6  
**Alt Order #:**  
**Product Desc:** Stabenow for Senate  
**Estimate:** 11274  
**Flight Dates:** 10/15/12 - 10/21/12  
**Original Date / Rev:** 06/14/12 / 10/23/12  
**Order Type:** Political

**Primary AE:** Tim Siegel  
**Sales Office:** WZZM  
**Sales Region:** LOC

**Agency**  
**Name:** Media Strategies  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Stabenow, D/ D/ Senate  
**Demographic:** A25-54  
**Product Codes:** PL-Federal, PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	68	\$24,295.00	\$20,650.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	68	\$24,295.00	\$20,650.75	0.00
<b>Totals</b>	<b>68</b>	<b>\$24,295.00</b>	<b>\$20,650.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Siegel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/15/12	10/21/12	M-F 5-530a M-F Morning News	CM	5-530a	MTWTF--	:30	5	\$105.00	P-3	0.00	NM	5	\$525.00
2	WZZM	10/15/12	10/21/12	M-F 530-6a M-F Morning News	CM	530-6a	MTWTF--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
3	WZZM	10/15/12	10/21/12	M-F 6-7a M-F Morning News	CM	6-7a	MTWTF--	:30	5	\$270.00	P-3	0.00	NM	5	\$1,350.00
4	WZZM	10/15/12	10/21/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MTWTF--	:30	5	\$355.00	P-2	0.00	NM	5	\$1,775.00
5	WZZM	10/20/12	10/20/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$110.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WZZM	10/20/12-10/20/12	Sa 8-9a	8-9a		-----Sa--	:30		<del>(\$110.00)</del>	0.00	NM				
Credited [credit na's]															
7	WZZM	10/21/12	10/21/12	Su 8-9a Su Good Morning America	CM	8-9a	-----S	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
8	WZZM	10/18/12	10/18/12	M-F 10-1030am Millionaire	CM	10-1030am	---T---	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
9	WZZM	10/17/12	10/17/12	M-F 1030-11am Millionaire	CM	1030-11a	--W----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
10	WZZM	10/19/12	10/19/12	The View The View	CM	11a-12n	----F--	:30	1	\$120.00	P-4	0.00	NM	0	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	WZZM	10/19/12	10/19/12	The View The View	CM	11a-12n	----F--	:30	1	\$120.00	P-4	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NZZM	10/19/12-10/19/12	The View			11a-12n	----F--	:30		<del>(\$120.00)</del>		0.00	NM		
			Credited												
			[credit na's]												
11	WZZM	10/15/12	10/15/12	M-F 12-1230p Noon News	CM	12-1230pm	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
12	WZZM	10/16/12	10/18/12	M-F 1230-1p Judge Gloria	CM	1230-1p	-T-T---	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
13	WZZM	10/19/12	10/19/12	The Chew The Chew	CM	1-2p	----F--	:30	1	\$95.00	P-4	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NZZM	10/19/12-10/19/12	The Chew			1-2p	----F--	:30		<del>(\$95.00)</del>		0.00	NM		
			Credited												
			[credit na's]												
14	WZZM	10/15/12	10/19/12	M-F 3-4p Katie	CM	3-4p	M-WTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
15	WZZM	10/15/12	10/19/12	M-F 4-430pm Judge Judy	CM	4-430p	MTW-F--	:30	4	\$120.00	P-3	0.00	NM	2	\$240.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NZZM	10/15/12-10/19/12	M-F 4-430pm			4-430p	MTW-F--	:30		<del>(\$120.00)</del>		0.00	NM		
			Credited												
			[credit na's]												
3	NZZM	10/15/12-10/19/12	M-F 4-430pm			4-430p	MTW-F--	:30		<del>(\$120.00)</del>		0.00	NM		
			Credited												
			[credit na's]												
16	WZZM	10/15/12	10/19/12	M-F 430-5pm Judge Judy	CM	430-5p	MTWTF--	:30	5	\$120.00	P-3	0.00	NM	2	\$240.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NZZM	10/15/12-10/19/12	M-F 430-5pm			430-5p	MTWThF---	:30		<del>(\$120.00)</del>		0.00	NM		
			Credited												
			[credit na's]												
4	NZZM	10/15/12-10/19/12	M-F 430-5pm			430-5p	MTWThF---	:30		<del>(\$120.00)</del>		0.00	NM		
			Credited												
			[credit na's]												
5	NZZM	10/15/12-10/19/12	M-F 430-5pm			430-5p	MTWThF---	:30		<del>(\$120.00)</del>		0.00	NM		
			Credited												
			[credit na's]												
17	WZZM	10/15/12	10/19/12	M-F 5-530pm Judge Judy	CM	5-530p	MTW-F--	:30	4	\$195.00	P-3	0.00	NM	4	\$780.00
18	WZZM	10/15/12	10/18/12	M-F 530-6pm M-F News	CM	530-6p	MTWT---	:30	4	\$390.00	P-2	0.00	NM	4	\$1,560.00
19	WZZM	10/15/12	10/19/12	M-F 6-630p M-F News	CM	6-630p	MT-TF--	:30	4	\$780.00	P-2	0.00	NM	4	\$3,120.00
20	WZZM	10/16/12	10/19/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	-TW-F--	:30	3	\$210.00	P-3	0.00	NM	3	\$630.00
21	WZZM	10/15/12	10/18/12	M-F 730-8p Insider	CM	730-8p	M-WT---	:30	3	\$210.00	P-3	0.00	NM	2	\$420.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NZZM	10/15/12-10/18/12	M-F 730-8p			730-8p	M-WTh----	:30		<del>(\$210.00)</del>		0.00	NM		
			Credited												
			[credit na's]												
22	WZZM	10/15/12	10/15/12	Mon Prime C M 10-11p	CM	10-11p	M-----	:30	1	\$1,080.00	P-3	0.00	NM	1	\$1,080.00
23	WZZM	10/16/12	10/16/12	Tue Prime A Dancing w/the Stars	CM	8-9p	-T-----	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00

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Product Desc: Stabenow for Senate  
Estimate: 11274

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	WZZM	10/17/12	10/17/12	Wed Prime A Middle/Suburgatory	CM	8-9p	--W----	:30	1	\$720.00	P-3	0.00	NM	1	\$720.00
25	WZZM	10/18/12	10/18/12	Thu Prime C Th 10-11p	CM	10-11p	---T---	:30	1	\$960.00	P-3	0.00	NM	1	\$960.00
26	WZZM	10/19/12	10/19/12	Fri Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$480.00	P-3	0.00	NM	1	\$480.00
27	WZZM	10/21/12	10/21/12	Sun Prime B Su 8-9p	CM	8-9p	-----S	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00
28	WZZM	10/15/12	10/19/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MTWTF--	:30	5	\$470.00	P-2	0.00	NM	4	\$1,880.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 WZZM 10/15/12-10/19/12 M-Su 11-1135p LN 11-1135p MTWThF--- :30 <del>(\$470.00)</del> 0.00 NM Credited [credit na's]															
29	WZZM	10/20/12	10/20/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:30 PM-12:05 XM)	-----S-	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
30	WZZM	10/21/12	10/21/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	-----S	:30	1	\$360.00	P-3	0.00	NM	1	\$360.00
31	WZZM	10/15/12	10/18/12	Nightline Nightline	CM	1135p-1202a	MTWT---	:30	4	\$240.00	P-3	0.00	NM	2	\$480.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WZZM 10/15/12-10/18/12 Nightline 1135p-1202a MTWTh----- :30 <del>(\$240.00)</del> 0.00 NM Credited [credit na's] 4 WZZM 10/15/12-10/18/12 Nightline 1135p-1202a MTWTh----- :30 <del>(\$240.00)</del> 0.00 NM Credited [credit na's]															
32	WZZM	10/16/12	10/16/12	Tue Prime B Trust Us With Your Life/Trust Us	CM	9-10p	-T-----	:30	1	\$720.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WZZM 10/16/12-10/16/12 Tue Prime B 9-10p -T----- :30 <del>(\$720.00)</del> 0.00 NM Credited [credit na]															
33	WZZM	10/17/12	10/17/12	Wed Prime A Middle/The Neighbors	CM	8-9p	--W----	:30	1	\$720.00	P-3	0.00	NM	1	\$720.00
34	WZZM	10/20/12	10/20/12	Sat Early News Sat Early News	CM	Sat Early News	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
35	WZZM	10/20/12	10/20/12	Sa 730-8p Healthy You	CM	730-8p	-----S-	:30	1	\$60.00	P-5	0.00	NM	0	\$0.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WZZM 10/20/12-10/20/12 Sa 730-8p 730-8p -----Sa- :30 <del>(\$60.00)</del> 0.00 NM Credited [credit na's]															
36	WZZM	10/21/12	10/21/12	Sun Prime C Revenge	CM	9-10p	-----S	:30	1	\$1,875.00	P-3	0.00	NM	1	\$1,875.00
													Totals	68	\$24,295.00